

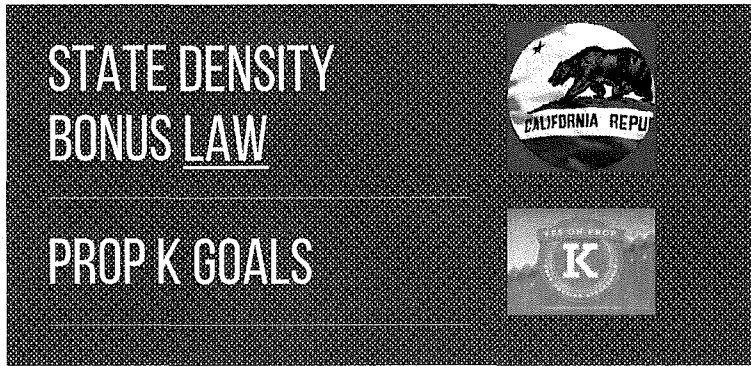
# HOME-SF

INCENTIVIZING AFFORDABLE HOMES IN FAMILY-FRIENDLY  
NEIGHBORHOODS ACROSS SAN FRANCISCO

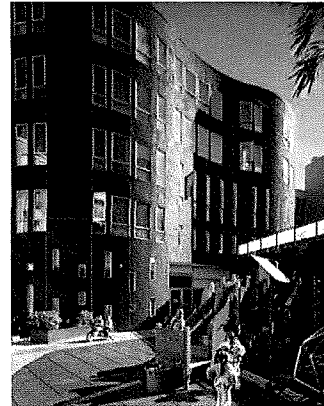
PROGRAM OVERVIEW – MAY 2017

[www.sf-planning.org/HOME-SF](http://www.sf-planning.org/HOME-SF)

# HOME-SF GOALS



ACHIEVE LOCAL GOALS



MORE AFFORDABLE HOUSING

## Middle Income Rental Units in San Francisco



22 Middle Income rental units available at 1400 Mission Street, San Francisco, CA 94103

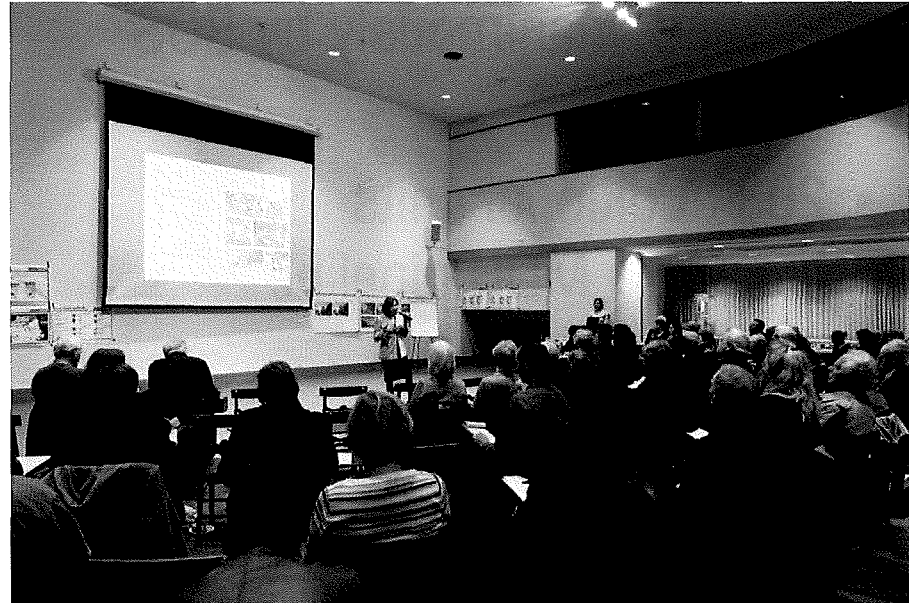
MIDDLE-INCOME/WORKFORCE HOUSING



HOUSING FOR FAMILIES

# COMMUNITY OUTREACH

- Community meetings in every Supervisor District
- 15 presentations to stakeholders
- Open House and Webinar
- Email and website updates, social media promotion and summary video
- Planning Commission
- Land Use Committee
- Small Business Commission



# 100% AFFORDABLE HOUSING BONUS PROGRAM

- Passed unanimously by BOS in July 2016
- 203 additional units based on MOH pipeline



1296 SHOTWELL – 94 AFFORDABLE UNITS

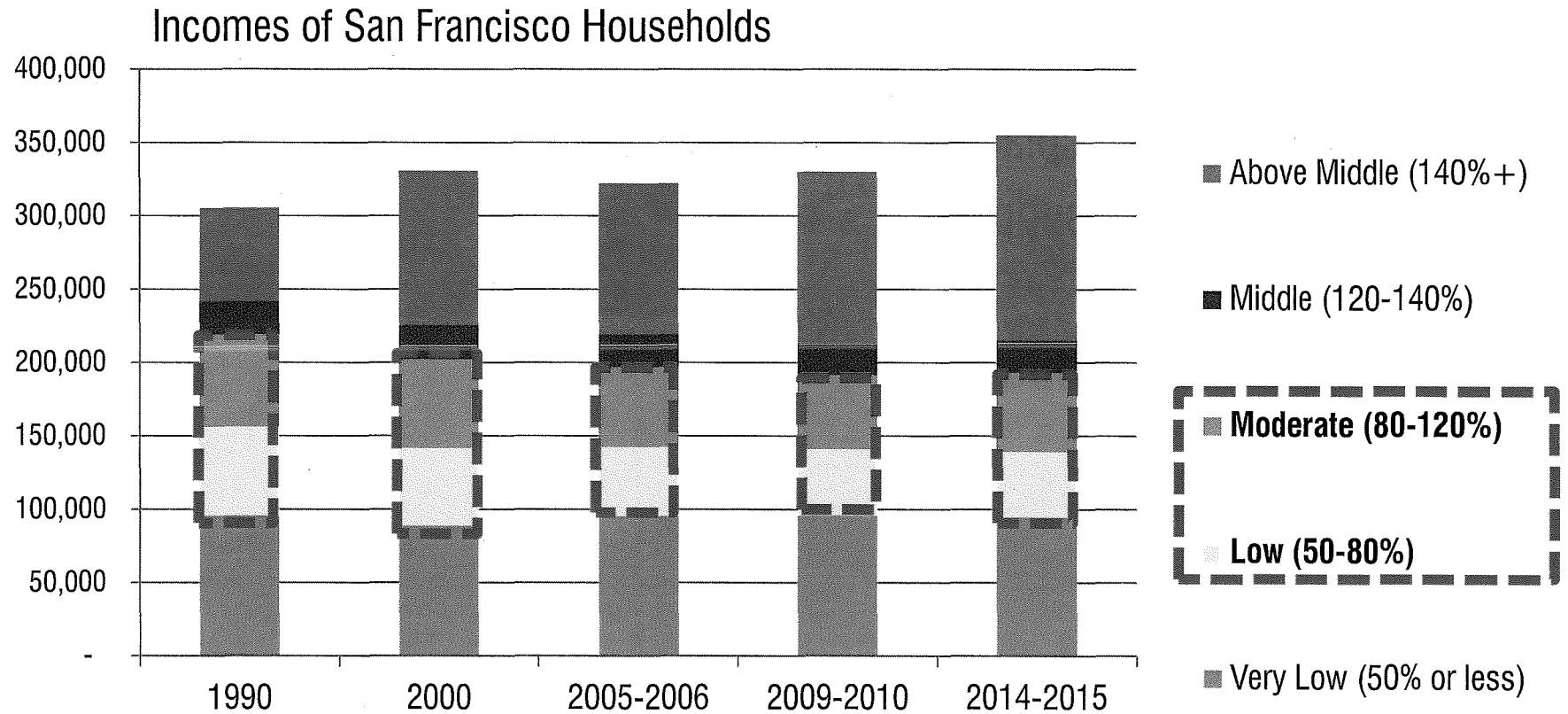
# HOME-SF

- 3X amount of affordable housing vs. current zoning
- Local priorities
  - No residential displacement
  - Small business support
  - Project design
- Middle-income housing



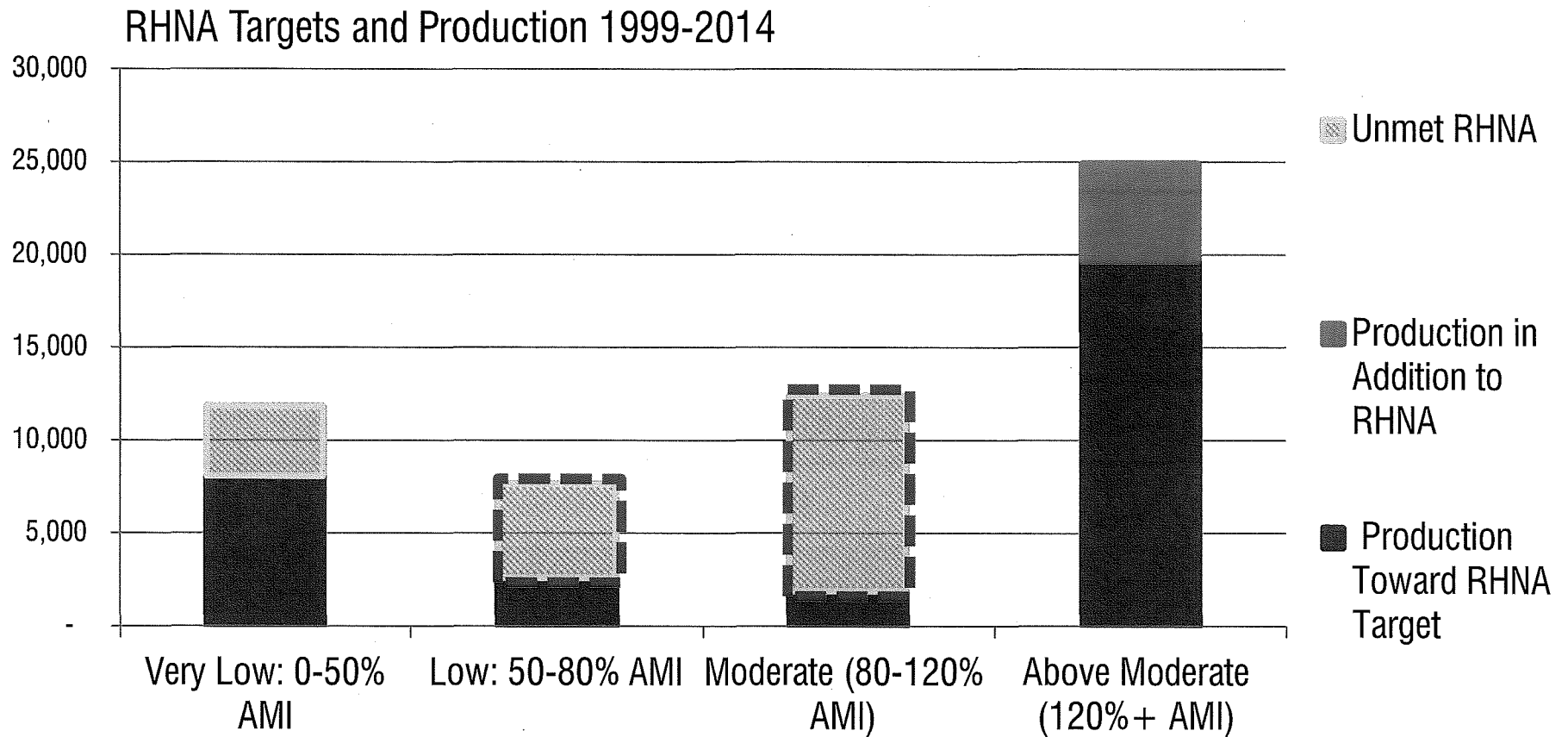
# AFFORDABLE HOUSING NEED

Low and Moderate income households a declining share of SF population



# AFFORDABLE HOUSING NEED

Most under-produced: Housing affordable to Low and Moderate income HHs





# AFFORDABLE HOUSING PROGRAMS + PRODUCTION

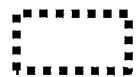
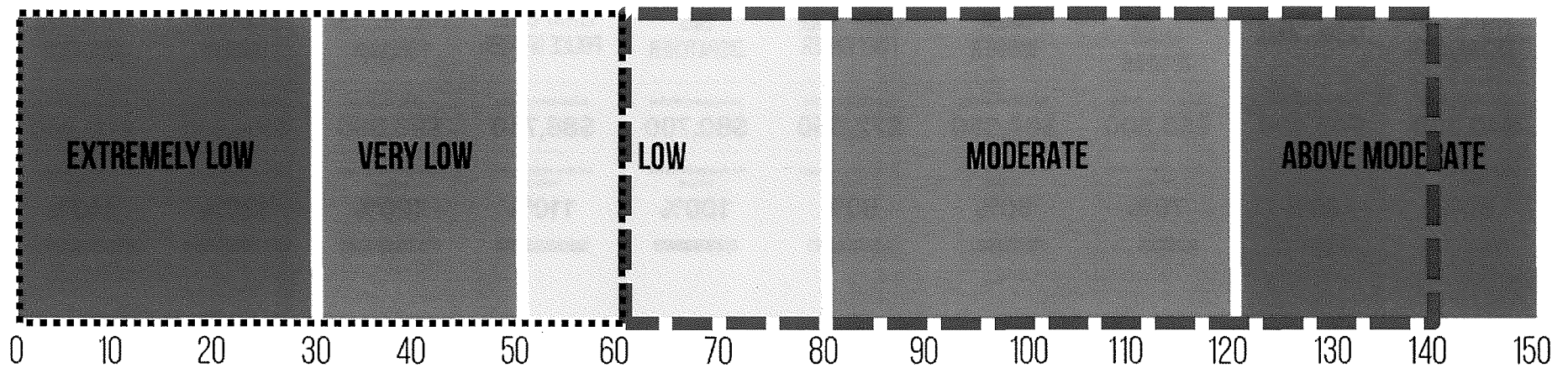
	EXTREMELY LOW	VERY LOW	LOW	MODERATE	ABOVE MODERATE
<b>Units Existing Today</b>	<b>Low Income Units (60% AMI or below)</b>	<b>Moderate Income Units (~60-120% AMI)</b>	<b>Middle Income Units (&gt; 120% AMI)</b>		
MOHCD Portfolio	15,732	3,676	0		
Public Housing (RAD & HOPESF Affordable)	6,455	0	0		
MOHCD Small Sites Program		137	0		
Inclusionary Units	1,611	1,092	23		
DALP Program	12	298	22		
<b>Total</b>	<b>23,810</b>	<b>5,203</b>	<b>45</b>		
	81.9%	17.9%	0.2%		



# AFFORDABLE HOUSING PROGRAMS + PRODUCTION

Public resources focused on serving HHs up to 60% AMI

Inclusionary program and HOME-SF fill the need not served by public dollars

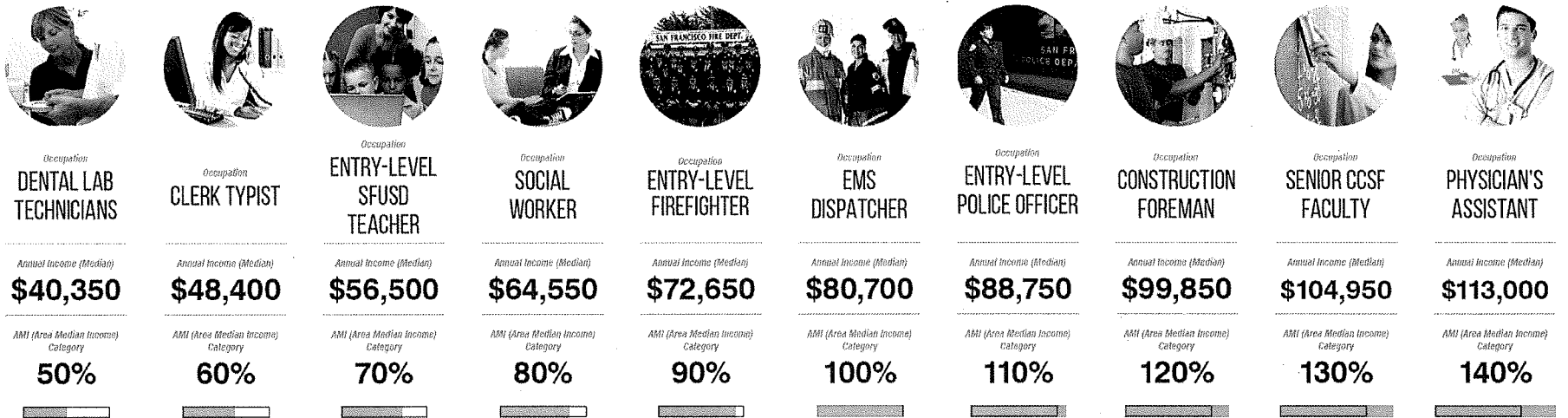


MOHCD 100% Affordable Projects and SFHA Public Housing



Least served need

# HOME-SF SERVES A WIDE RANGE OF HOUSEHOLDS



Sources: San Francisco Mayor's Office of Housing & Community Development, 2017  
 Bureau of Labor Statistics  
 San Francisco Department of Human Resources



## HOME-SF ACHIEVES LOCAL GOALS 30% AFFORDABLE AND MIDDLE INCOME

**30%** OF THE  
TOTAL PROJECT  
AFFORDABLE

### FAMILY FRIENDLY

40% 2-BEDROOM OR  
50% BRS IN UNITS LARGER  
THAN 1 BR

### NO DEMOLITION

OF EXISTING RESIDENTIAL UNITS

### SMALL BUSINESS

SUPPORT

### DENSITY REGULATIONS BASED ON

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Height and Bulk Controls

---

40% two bedroom requirement

---

Design Principles

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### UP TO 2 STORIES

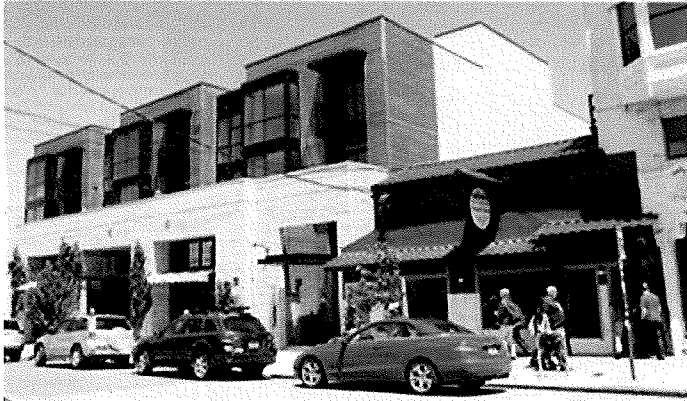
ABOVE EXISTING HEIGHT LIMITS

# HOME-SF FAMILY FRIENDLY ELEMENTS

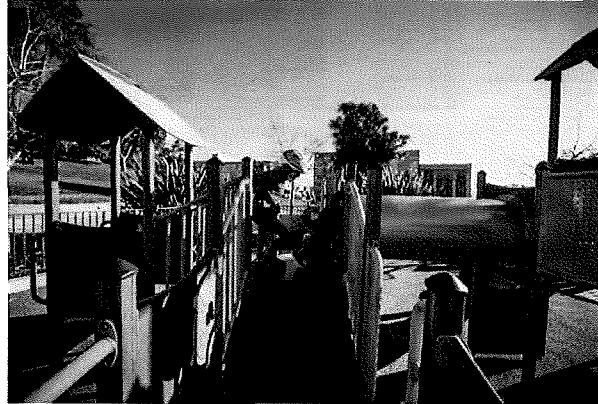
- Affordability
- Unit size – 40% of all new units will be 2 bedrooms
  - Incentive for project sponsors to build 3 bedroom units
- Encourage Family Friendly Amenities
- Location – in neighborhoods best suited for children
  - Access to parks, schools and transit
  - Far from air and noise pollution



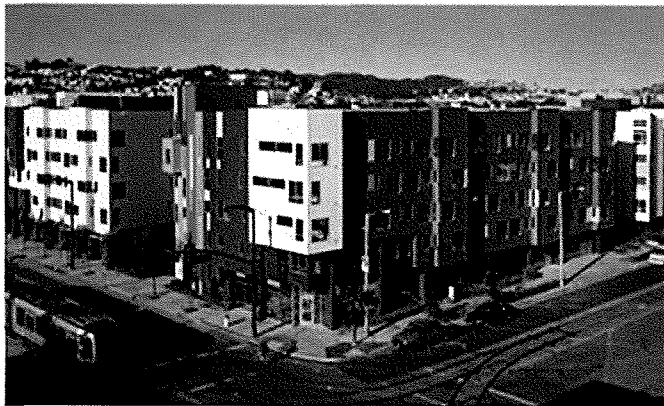
# WHERE DOES HOME-SF APPLY?



IN NEIGHBORHOOD COMMERCIAL CORRIDORS



NEAR PARKS

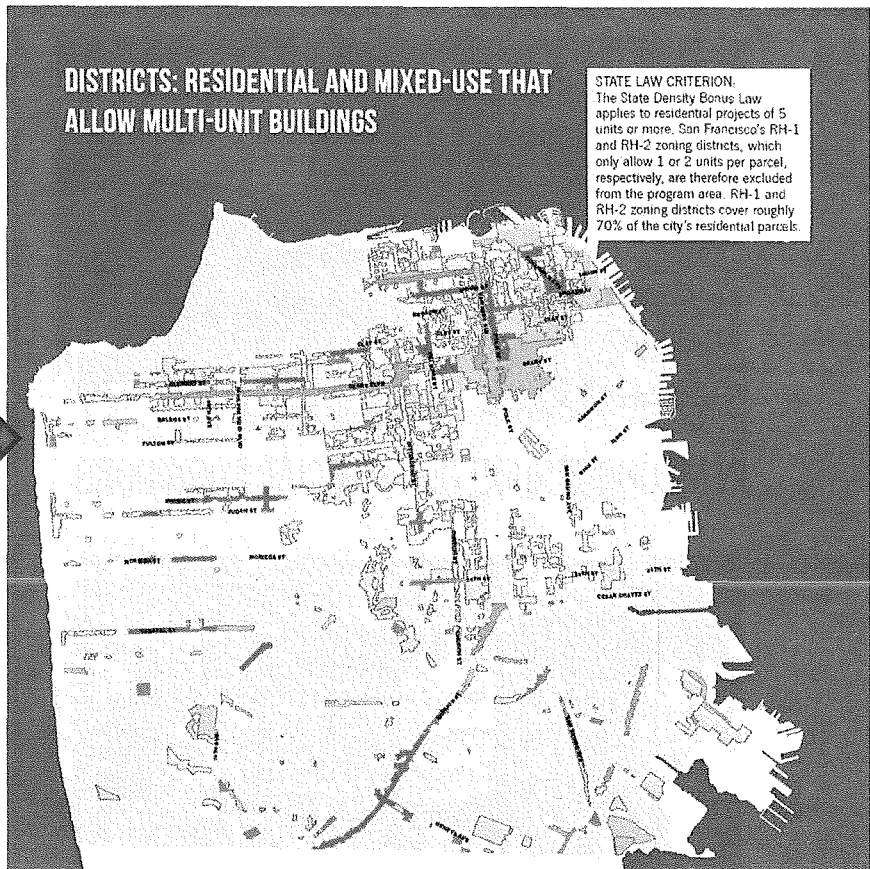
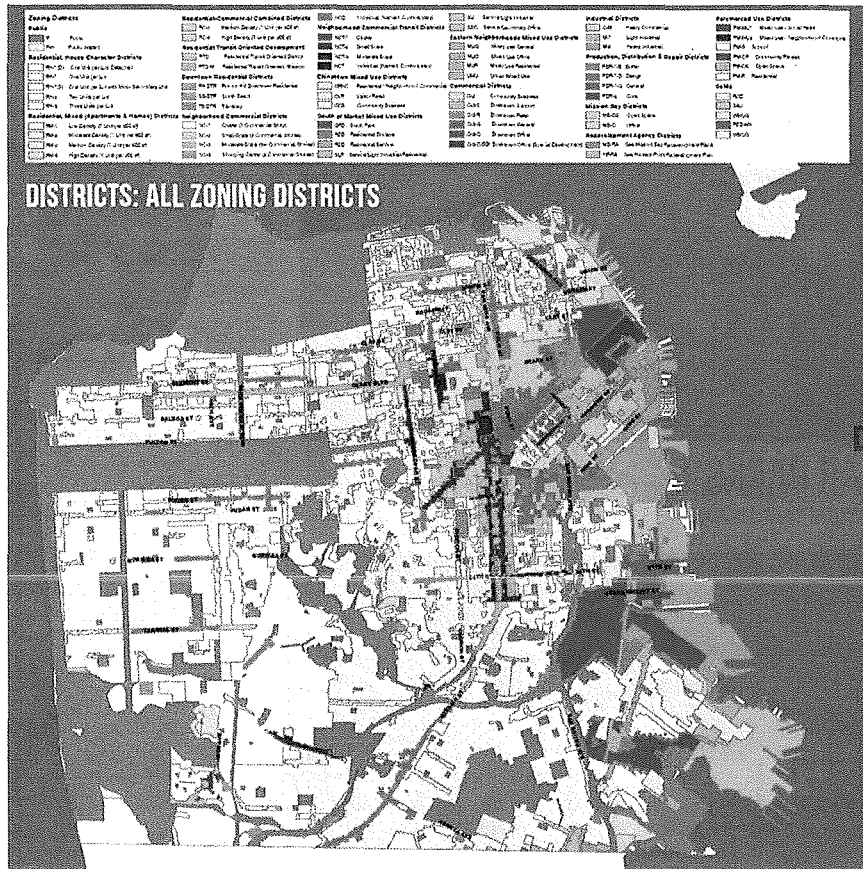


NEAR FREQUENT TRANSIT



NEAR SCHOOLS

# ONLY IN ELIGIBLE ZONING DISTRICTS

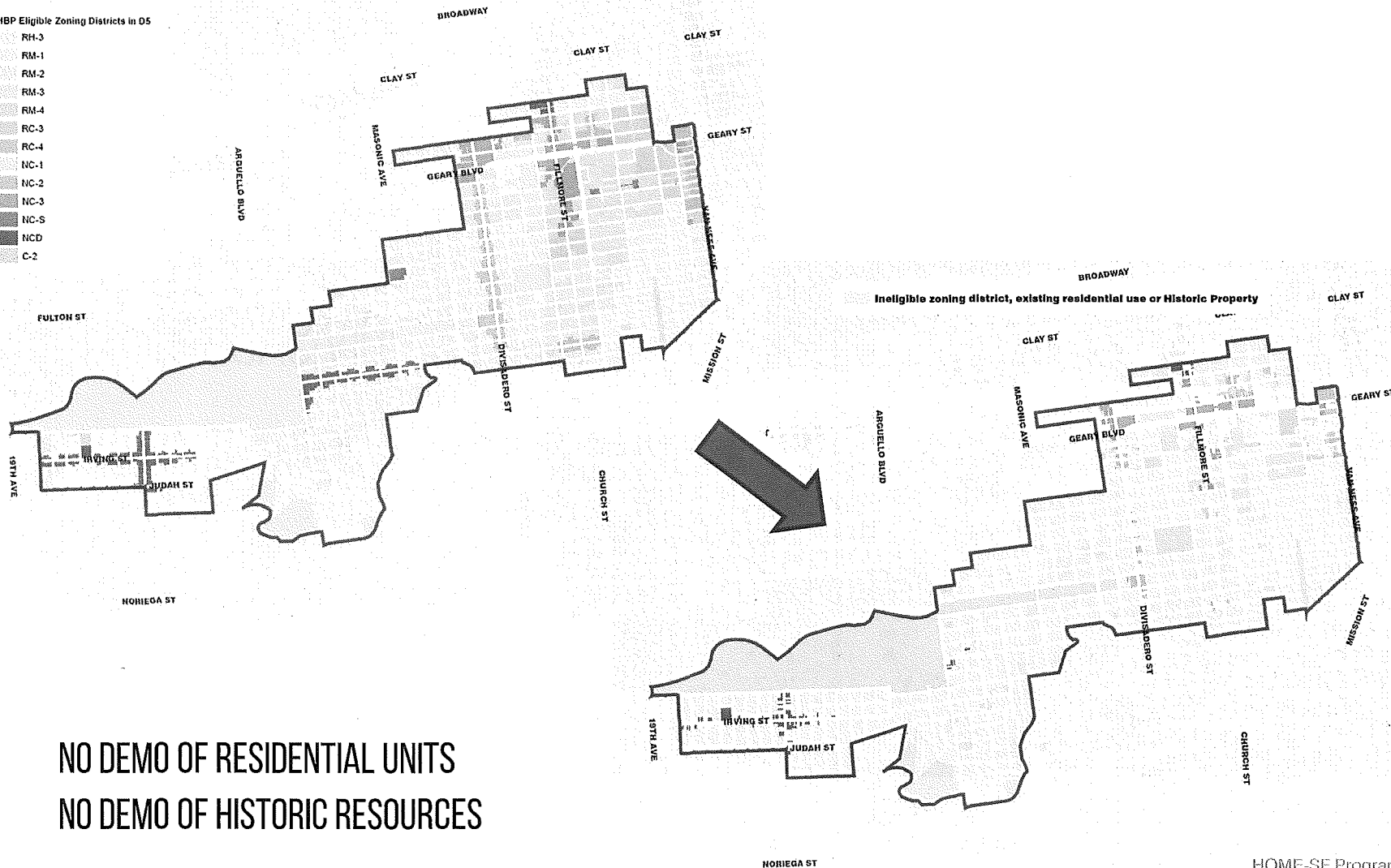


ONLY IN DISTRICTS WHERE DENSITY CONTROLLED BY LOT AREA RATIO  
RH-1 AND RH-2 NOT ELIGIBLE

# STRICT CRITERIA FOR INDIVIDUAL PARCEL ELIGIBILITY

AHBP Eligible Zoning Districts in D5

- RH-3
- RM-1
- RM-2
- RM-3
- RM-4
- RC-3
- RC-4
- NC-1
- NC-2
- NC-3
- NC-S
- NCD
- C-2



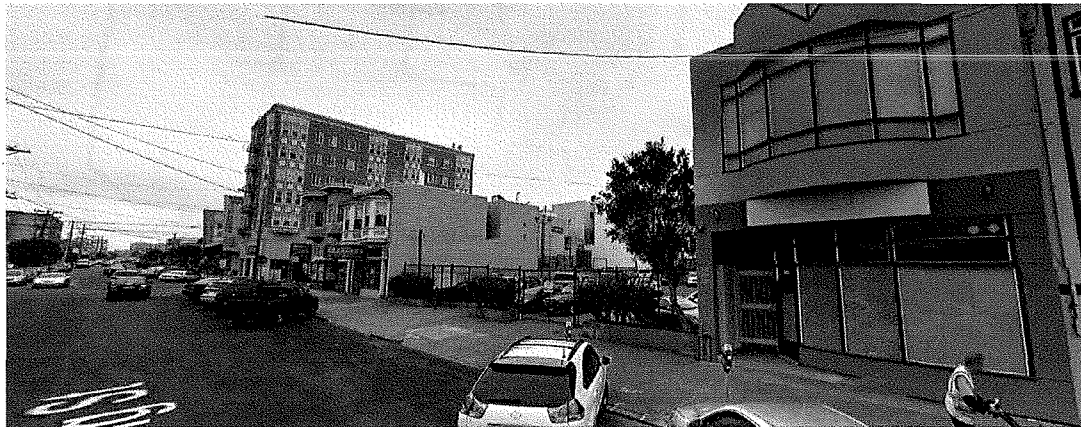
NO DEMO OF RESIDENTIAL UNITS  
NO DEMO OF HISTORIC RESOURCES



# TYPICAL SOFT SITES

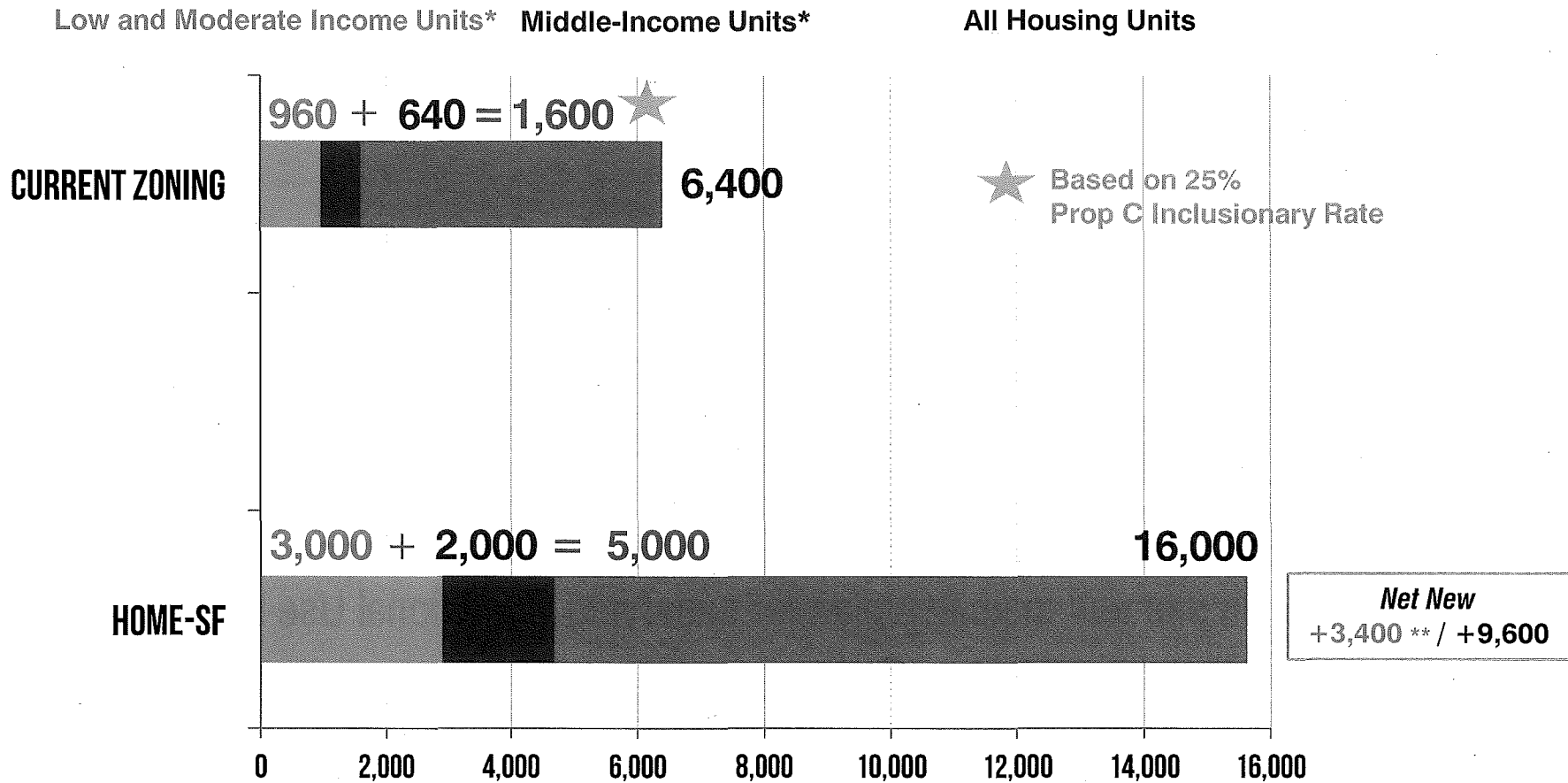


GEARY NEAR  
DIVISADERO



IRVING AT  
26<sup>TH</sup> AVE

# PROJECTED MAXIMUM TOTAL NEW UNITS SOFT SITES IN PROGRAM AREA , 20 YEARS



Affordable Units – permanently affordable, deed restricted housing units built by market rate developers.  
 \* Assumes all projects provide inclusionary units onsite. Does not include 100% affordable housing projects.  
 \*\* Includes some middle income units for 120% or 140% AMI.

# HOME-SF AMENDMENTS: SMALL BUSINESSES

- **Early Notification**

Project sponsors provide early notification to tenants and OEWD that a development project is proposed.

- **Verification**

Copies of notification with tenant(s) contact information are submitted to the Planning Department as part of the EE application.

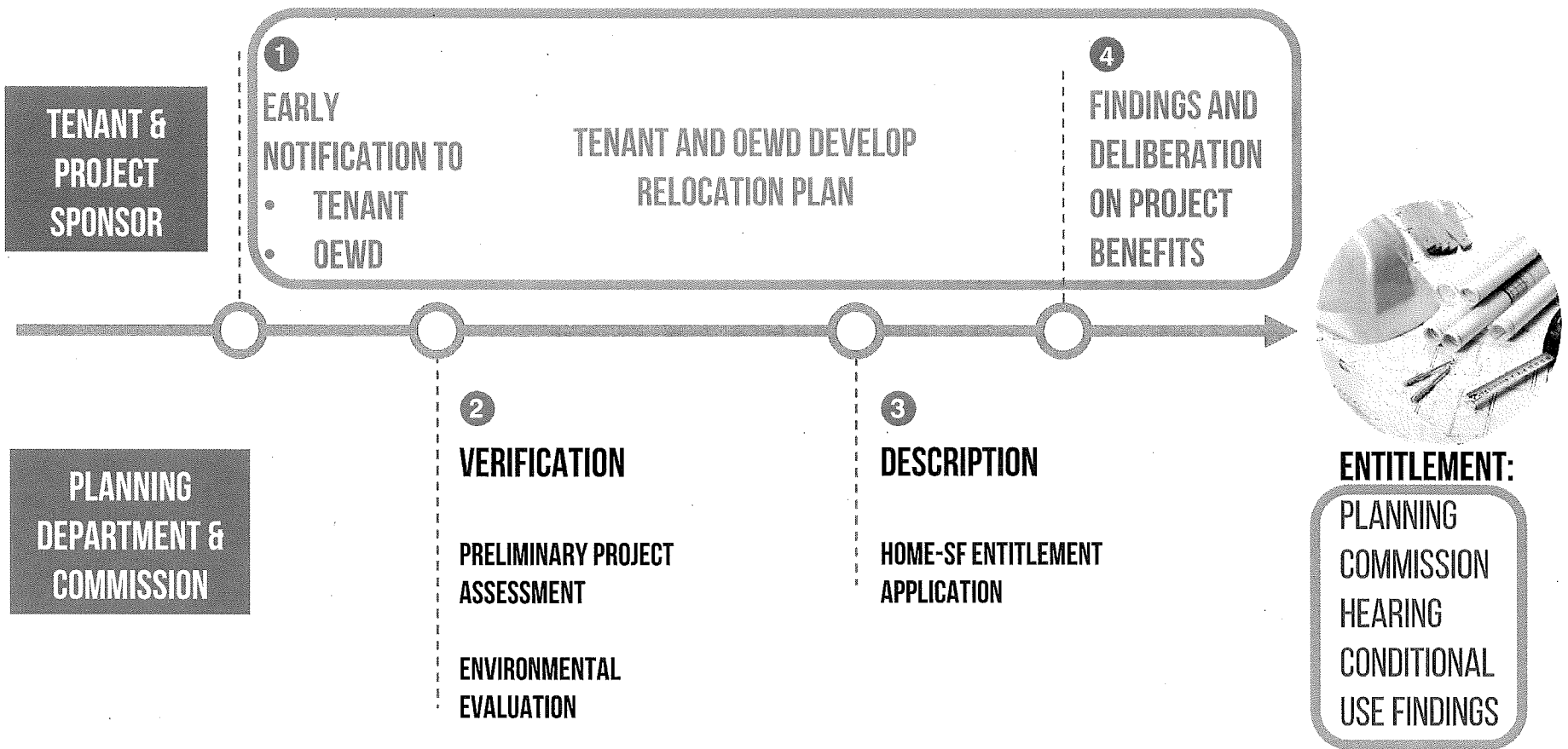
- **Description of Existing Businesses**

At application for entitlement, project sponsor includes information about existing businesses on site and indicates plan for satisfying Conditional Use criteria related to small businesses.

- **Findings & Deliberation on Project Benefits**

Project sponsor works with assigned Planner to complete case report, including findings related to HOME-SF specific Conditional Use criteria.

# HOME-SF AMENDMENTS: SMALL BUSINESSES



# HOME-SF OUTCOMES

- Achieves local priorities
  - No residential displacement
  - Small business support
  - Family-friendly unit mix
  - Limits on height and bulk
- Triples amount of on-site affordable housing
- Creates homes affordable to working families

# THANK YOU

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San Francisco  
**Planning**